

110503  
13281 US PTO

Gary M. Nath (DC, NY)  
Todd L. Juneau (DC, IL)  
Ross A. Epstein (CA)\*  
Marvin C. Berkowitz (GA)\*  
Robert C. Ryan (NV, IL)

Harold L. Novick (DC, MD)++

Irvin A. Lavine (PC), Retired

Donald M. Sandler (MD), Retired\*

Patent, Trademark and Copyright Causes  
Unfair Competition, Trade Secrets,  
Licensing and Litigation

++Of Counsel

**NATH & ASSOCIATES PLLC**  
Attorneys at Law  
1030 Fifteenth Street, N.W.  
Sixth Floor  
Washington, D.C. 20005-1503

TELEPHONE (202) 775-8383  
(202) 775-9393

FACSIMILE (202) 775-8396  
(202) 822-9409

E-MAIL: IP@NATHLAW.COM  
WEB: WWW.NATHLAW.COM

Michelle L. Hartland (VA)\*  
Lee C. Heiman (CA)\*  
Jerald L. Meyer (VA)\*  
Tanya E. Harkins (MD)\*  
Joshua B. Goldberg (VA)\*  
Sheldon M. McGee (DC)  
Derek Richmond (VA)\*  
Alvin E. Tanenholz ..  
Angela Y. Dai ..

\*Practice limited to Matters and Proceedings  
before Federal Courts and Agencies; not  
Admitted in DC

\*\* Registered Patent Agent: not Admitted in DC

22278 U.S.P.T.O.  
10/700476  
110503

### FORM PTO-1082

#### TRANSMITTAL FOR NEW U.S. PATENT APPLICATION

Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Re: New U.S. Patent Application  
For: **A METHOD AND SYSTEM FOR INTERACTIVE ADVERTISEMENT**  
Inventor(s): Eliahu MOSHE  
Attorney Docket: 25811

Sir:

Attached hereto is the application identified above, including:

- 47 Pages Application Consisting of:
  - 31 Pages of Textual Specification
  - 4 Pages of 20 Claims
  - 1 Abstract of the Disclosure
  - 11 Sheets of drawings.
- Preliminary Amendment
- XX Executed Inventor's Declaration
- Unexecuted Inventor's Declaration
- XX Assignment and cover sheet
- Priority Document
- Information Disclosure Statement

The Government filing fee\* is calculated as follows:

Total Claims . . . . .	<u>20</u>	-	20	=	7	x \$18.00 =	\$ 0.00	
Independent Claims . . . . .	4	-	3	=	1	x \$86.00 =	\$ 86.00	
Base Fee . . . . .								\$770.00
Multiple Dependent Claim Fee (\$290.00)								\$ 0.00
						Subtotal . . . . .		\$856.00

**TOTAL FILING FEE\***

**(accounting for small entity status) . . . . . \$428.00**

- \*Reduced by one-half, as applicant(s) is/are a "small entity".  
Applicant asserts eligibility for Small Entity Status.
- Benefit is claimed under 35 U.S.C. ' 119(e) from U.S.  
Provisional Patent Application(s) No. \_\_\_\_\_ filed \_\_\_\_\_.
- Foreign priority is claimed under 35 U.S.C. ' 120 from  
\_\_\_\_ Patent Application(s) No. \_\_\_\_\_ dated \_\_\_\_\_.
- Priority document(s) will be submitted at a later date.
- Priority document(s) is/are submitted herewith.
- Executed Declaration(s) will be submitted at a later date  
pursuant to 37 CFR ' 1.41 and ' 1.53, with an appropriate  
surcharge under 37 CFR ' 1.16(e).
- Formal drawing(s) is/are attached.
- Formal drawing(s) will be submitted at a later date.
- Assignment document(s) is/are submitted herewith; the recorda-  
tion fee of \$40.00 per document is enclosed herewith.
- Assignment document will be submitted at a later date.
- A Verified Translation will be submitted at a later date.
- No payment is enclosed at this time. Full payment will be  
made when the executed Declaration is submitted.
- Submitted herewith is a check in the amount of \$ 428.00. The  
Commissioner is hereby authorized to charge any deficiency or  
credit any excess to Deposit Account No. 14-0112.

Respectfully submitted,  
**NATH & ASSOCIATES PLLC**



---

Gary M. Nath  
Registration No. 26,965  
Lee C. Heiman  
Registration No. 41,827  
Customer No. 20529

Date: November 5, 2003  
NATH & ASSOCIATES PLLC  
1030 15<sup>TH</sup> Street NW - 6<sup>th</sup> Floor  
Washington, D.C. 20005  
(202)-775-8383  
GMN/LCH/dd (1082)

MAIL STOP PATENT APPLICATION  
Attorney Docket No. 25811

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Eliahu MOSHE

Serial No. NOT YET ASSIGNED

Filed: November 5, 2003

For: A METHOD AND SYSTEM FOR INTERACTIVE ADVERTISEMENT

TRANSMITTAL LETTER

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

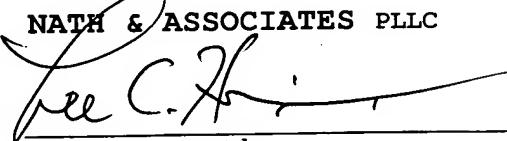
Submitted herewith for filing in the U.S. Patent and Trademark Office is the following:

- (1) Transmittal Letter
- (2) PTO Form-1082
- (3) 47 page Application consisting of:  
    31 pages Textual Specification,  
    4 pages of 20 claims,  
    1 page containing the Abstract of the Disclosure,  
    11 sheets drawings;
- (4) Executed Declaration/Power of Attorney
- (5) Assignment and Recordation Cover Sheet
- (6) Check No. 19714 \$ 428.00 for filing fee and additional independent claim as a small entity;
- (7) Check No. 19715 \$ 40.00 for recordation fee.
- (8) Postcard for early notification of serial number.

Respectfully submitted,

NATH & ASSOCIATES PLLC

By:



Gary M. Nath  
Registration No. 26,965  
Lee C. Heiman  
Registration No. 41,827  
Customer No. 20529

Date: November 5, 2003

NATH & ASSOCIATES PLLC  
1030<sup>th</sup> 15<sup>th</sup> Street, NW - 6<sup>th</sup> Floor  
Washington, D.C. 20005  
GMN/LCH/dd:APPL.trans